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Patent

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Date: September 21, 2004

Patti Hespell

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NUMBER 09/807,887	FILING DATE 19 APR 2001	FIRST NAMED INVENTOR ELDERING	ATTY. DKT. NO. T706-11
TITLE CONSUMER PROFILING AND ADVERTISEMENT SELECTION SYSTEM		ART UNIT 2171	EXAMINER SANTOS, PATRICK JD

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

In accordance with the provisions of 37 C.F.R. §1.97, Applicants hereby wish to make of record the references listed on the accompanying PTO Form SB/08A and B for consideration by the Examiner in the examination of the above-identified patent application. Copies of the patent documents are enclosed.

This Information Disclosure Statement is being submitted:

(1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or

(2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and

Certification is made below, or

The check, or authorization to charge deposit account, in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.

(3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and

Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

Attached hereto is Form PTO-SB/08A and B listing documents believed to be relevant to the above-captioned application. It is respectfully requested that these documents be considered by the Examiner. The relevance of each non-English document will be discussed as follows:

REMARKS:

None.

This disclosure statement should not be construed as a representation that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

It is believed that this disclosure complies with the requirements of 37 C.F.R. §§ 1.56, 1.97, and 1.98, and the Manual of Patent Examining Procedures § 609. If for some reason the Examiner considers otherwise, it is requested that the undersigned be contacted by telephone promptly so that any deficiency can be remedied.

Some of the documents may have markings thereon. No significance is intended to be attached to the markings.

The submission of these documents is not intended to be deemed an admission that they constitute analogous art.

CERTIFICATION

1
Applicant(s) certify that:

- (1) Each item or reference was cited in a communication from a foreign patent office in a corresponding foreign application not more than three months prior to the filing date of the Statement; or
- (2) No item or reference was cited in a communication from a foreign patent office in a corresponding foreign application or, to the knowledge of the Applicant(s), was not known more than three months prior to the filing of the Statement.

Respectfully submitted,

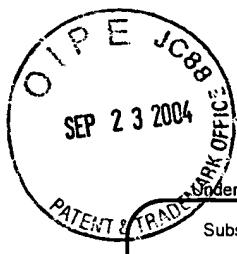


Craig Hallacher

Reg. 54,896

Date: 9/21/2004

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6206 Kellers Church Road
Pipersville, PA 18947
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SEP 23 2004

PTO/SB/08A (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sh

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of 1

Complete if Known

Application Number	09/807,887
Filing Date	19 APR 2001
First Named Inventor	ELDERING
Art Unit	2171
Examiner Name	SANTOS, PATRICK JD
Attorney Docket Number	T706-11

Sheet 1 of 1

U. S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ ~Number ⁴ ~Kind Code ⁵ (if known)				
	BP	WO9717774	05-15-1997	PARK		
	BQ	W09966719	12-23-1999	ZIGMOND		

Examiner Signature		Date Considered	
<p>*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹Applicant's unique citation designation number (optional). ²See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶Applicant is to place a check mark here if English language translation is attached.</p>			

Translation is attached.
This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Application Number **09/807,887**

Filing Date **19 APR 2001**

First Named Inventor **ELDERING**

Group Art Unit **2171**

Examiner Name **SANTOS, PATRICK JD**

Attorney Docket Number **T706-11**

ENCLOSURES (check all that apply)

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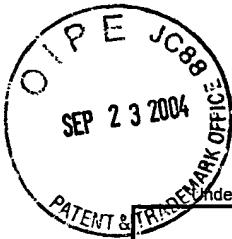
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Information Disclosure Statement (3 pgs.)
PTO Form SB/08A (1 pg.)
Cited References (39 pgs.)
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Patti Hespell

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Patti Hespell

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